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(54) Title: MAGNETIC CARD WITH IMPROVED ADHESIVE CONSTRUCTION

(57) Abstract: An adhesive-backed magnetizable or magnetic article or card, the improvement wherein the article or card comprises a magnetizable or magnetic base member; a printable sheet material non-magnetic surface affixed to the magnetizable or magnetic base member; an adhesive layer containing a plurality of non-adhesive voids or openings to facilitate ease of peel and non-marring of the printable sheet material; and a backing or liner layer non-permanently bonded to the adhesive layer.